CASE NO.: 50T5731.01   PATENT
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1.   (currently amended)   A system for generating a playlist of multimedia titles, comprising:

at least one database;

at least one digital processor accessing the database and configured for communicating with a client device over a network, the processor executing logic including:

accessing at least one database containing data representing heterogenous multimedia content;

generating at least one plural search vectors by:

accessing at least one database containing demographic data selected from the group including demographic data representative of income range; [[and]]

receiving a search command from a consumer; and

using the at least one search vector, generating [[a]] plural playlists and associating the playlists with [[the]] respective consumers, such that the consumers can access their respective playlists over the network, wherein each playlist is uniquely associated with a respective consumer whose profile was used to generate the playlist;

recalling a playlist for a respective consumer based on a consumer ID identifying the consumer;

presenting the playlist on a client device associated with the respective consumer;

receiving at least one selection from the playlist; and

processing the selection by transmitting to the client device a multimedia stream corresponding to the selection.

2. (original)   The system of Claim 1, wherein the playlist is not specific to a particular client device.

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3.   (canceled).

4. (original)   The system of Claim 1, wherein the playlist is stored on the network, such that the consumer can share the playlist with other users on the network.

5. (currently amended) A system for generating a playlist of multimedia titles, comprising:

at least one database;

at least one digital processor accessing the database and configured for communicating with a client device over a network, the processor executing logic including:

accessing at least one database containing data representing heterogenous multimedia content;

generating at least one search vector by undertaking at least one of:

accessing at least one database containing data selected from the group consisting of third party marketing data, demographic data, consumer profile data, and consumer search history data; and

~~receiving a search command from a consumer; and~~

using the search vector, generating a playlist and associating the playlist with the consumer, such that the consumer can access the playlist over the network, wherein the logic comprises <u>signifying whether all content in the playlist is available for playback (playlist is "ready") or is pending (playlist is "incomplete").</u> ~~allowing a user to select a title from the playlist and if metadata associated with the title indicates a billable event, at least in part using purchase price information in the metadata, billing the user for downloading content associated with the title.~~

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6. (original) The system of Claim 5, wherein the logic comprises recording billing of the consumer in a database communicating with the network.

7. (original) The system of Claim 1, wherein the logic comprises generating the search vector based on a search command received from the consumer, the search vector being stored in at least one database on the network.

8. (original) A method for generating a multimedia playlist for display thereof to a consumer operating a client device communicating with a network, comprising:

    accessing profile data associated with the consumer;

    accessing historical search and purchasing data;

    retrieving historical search and purchasing data based on the profile data associated with the user;

    using retrieved historical search and purchasing data, searching for multimedia content, the multimedia content not being constrained to be homogenous; and

    generating a playlist based on the searching act.

9. (original) The method of Claim 8, comprising presenting the playlist to the consumer using a client device communicating with the network without constraining the client device to be a particular single type of device.

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10. (original)   The method of Claim 8, further comprising generating a playlist using a consumer search command.

11. (original)   The method of Claim 10, wherein the playlist is stored in a database on the network.

12. (original)   The method of Claim 8, wherein the playlist is stored on the network, such that the consumer can share the playlist with other users on the network.

13. (original)   The method of Claim 8, comprising allowing a user to select a title from the playlist and if metadata associated with the title indicates a billable event, billing the user for downloading content associated with the title.

14. (original)   The method of Claim 13, comprising recording billing of the consumer in a database communicating with the network.

15. (original)   The method of Claim 8, comprising generating a search vector based on a search command received from the consumer, the search vector being stored in at least one database on the network.

16-22 (canceled).

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